

WALK4FUTURE RE-think Fashion



A
journey
of
inner
&
outer
ABUNDANCE
BEAUTY
CONNECTION



From the runways of fashion to the streets of the world

for the sustainable future of fashion

04/21 - 06/21

1455 km | 62 days | 18 planned Change Maker Meetings + 3 additional Fashion Events



„The human nature is the nature of a walker“

©Martina Gleissenebner-Teskey

Austrian philosopher, economist & winner of the Alternative Nobel Prize Leopold Khor

THE GOAL: The ABC of Sustainable Fashion

1. **ABUNDANCE:** show the nearly limitless options of sustainable fashion
2. **BEAUTY:** show that sustainable fashion IS indeed beautiful and most of all, it does not only scratch the surface but brings the authentic beauty to shine
3. **CONNECTION:** connect with the widest possible audience (in numbers and in demographics)

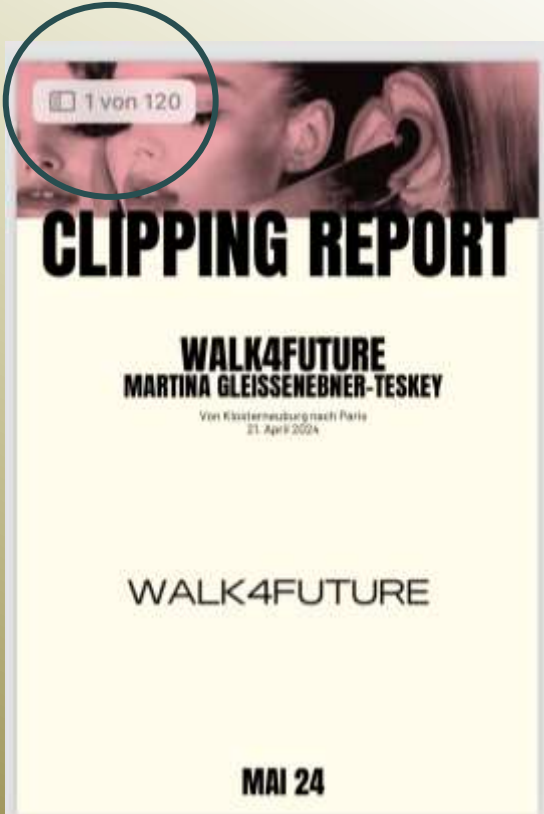
THE MEANS



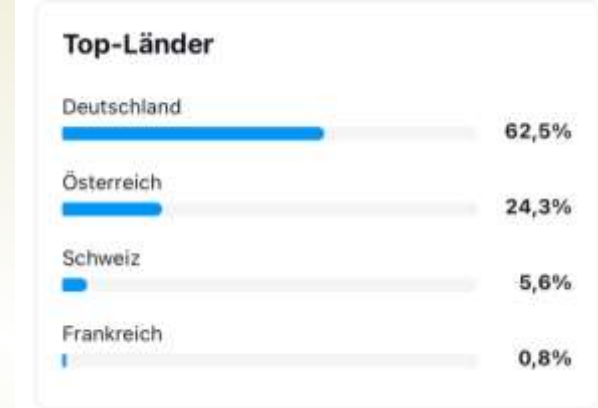
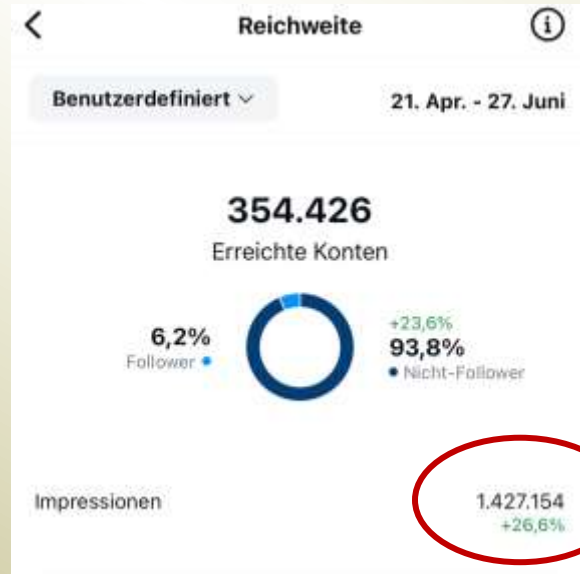


HAVE I REACHED MY GOAL?

MEDIA RECEPTION:
Austria: exceptional
Otherwise: it's a start



SOCIAL MEDIA ENGAGEMENT:
Good for reaching a very broad demographic



PERSONAL COMMENTS:
Motivating

I walk more because of you

I check the labels now

I have said no to something I would have bought before

It's just a start. The key to success for everything applies also here: DO MORE FOR MORE TIME.

BUT ...

Most people need a feeling of outer abundance as a form of psychological safety.

Diving into a store of fast fashion and being able to choose from absolute abundance, without the decision-stress created by a limited range of products and the necessity to calculate every dime, is incredibly rewarding, because empowering.

YES, I CAN... buy.



The reward of mass consumption needs to be adressed sustainably, if sustainable consumption needs to reach the masses.

**WANT TO KNOW WHAT'S NEXT?
WANT TO JOIN IN ACTION?
Connect!**

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